

The Anniversary SILK SALES A Week of Silks



SILK! The very word sounds rich and royal. It rolls off the tongue as smoothly as the fabric feels between the fingers. Silk! Since the far-off time when the first roll of the soft, brightly colored goods came out of the mysterious Far East it has been the delight of lovers of fine raiment.

Silk! The monks who brought the first cocoons from China and spun the filmy thread for the edification of their superiors never dreamed of the far-reaching influence their death-defying quest would have upon the civilization of the West.

Silk! For ages it has clothed the world's favored ones. Kings and queens have worn it. Painters have reproduced its sheen and poets have sung its praises.

Silk! To-day, just as in the beginning, it is the world's choicest fabric. But it is no longer confined to the few. It is the fabric of the multitude, for modern methods of silk culture, spinning,

weaving and dyeing have brought it within the reach of all people of taste.

Silk! And *Macy's* cash buying and cash selling policy, combined with the world-wide efforts of its sixty year old organization of merchandise experts, has brought silk fabrics and apparel made of silk into the homes even of the humblest.

Silks are to have a Week of Events. This announcement and to-morrow's advertisements are intended not only to focus attention on this sixty year old institution but to introduce what we believe is the biggest money saving Silk Sales New Yorkers have ever been offered.

Silk by the yard, from the most gorgeous to the most practical. Silks made up into smart dresses. Silks of strength and softness in pretty Blouses. Silks in Negligees, Silk Gloves, Silk Lingerie, Silk Ribbons, Silk Sweaters, Silk kerchiefs, Silk Scarfs and Ties, Silk (men's) Shirts, Silk Umbrellas, Silk Bags, Silk Slippers, Silk Suits, Silk Skirts, Silk (glove) Underwear, Silk Corsets and Silk Petticoats. Silks hold the place of honor in the Third Grand Week of

The Anniversary Sales

R. H. Macy & Co.

Herald Square

New York

Gathering
Mulberry leaves
in Japan

A Modern
Silk Mart

An
Ancient
Silk Mart

The "Silk"
Foyer
Metropolitan Opera House

